

Industry: Healthcare/Mobility  
*App delivers right information for users looking for OTC Drugs*



## About MedifVU

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In addition, their apps allow pharmaceutical and insurance companies to evaluate true clinical and commercial medicine differentiation.

## BUSINESS NEED

MedifVU wanted a mobile app and backend that could serve as a stand-alone solution or integrate into a larger mobile solution, such as that of a pharmacy or healthcare system.

The solution needed to integrate with third-party Structured Product Labeling (SPL) services in order to provide the most up-to-date information about OTC medications; allow users to store their symptoms and medications and pick from a list of medications based on category; and provide a familiar scoring system to enable users to select the best OTC medication. The focus for the first phase of the app would be on cough, cold and flu medications with information for more than 200 drugs.

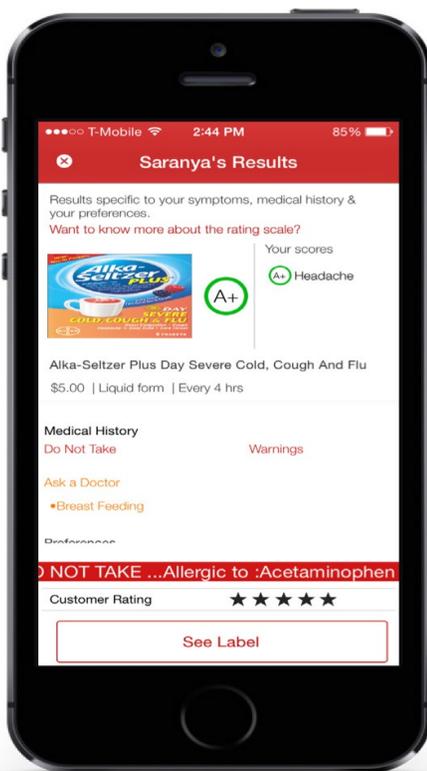
## DEVELOPMENT

To address these needs, MedifVU engaged with ProKarma and leveraged its expertise in the healthcare industry and in mobile service offerings including strategy, solution architecture, user experience and user interface design. The team began with a discovery phase, during which it defined a set of user stories, user profiles and personas, wireframes and visual design comps in addition to a solution architecture and a sprint plan. ProKarma deployed an Agile development delivery model, with daily scrum meetings and weekly status reports to the client, and incorporated extensive testing of the iPharmAssist app. The app was built upon a MySQL database and includes service layers that can pull from any data source without the need for modification.

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## SUMMARY

The end result was an app with an intuitive, engaging user interface that can be easily extended as a stand-alone solution or integrated into a larger mobile device providing its users with highly customized information for choosing the right OTC medication for their cough, cold and flu symptoms.



## TESTIMONIAL

*“ProKarma was able to dive deep into complex pieces of the backend to build a very robust database. The data architects and systems design team developed a customized application architecture to optimize MedifVU’s proprietary algorithms and to accommodate a wide variety of OTC products and complex symptoms experienced by patients. The result is an intuitive, easy-to-use application that delivers results instantaneously.”*

- MedifVU CIO Jim Anderson



Customer Centered Decision Making